



ENERGY STAR Partner of The Year— Product Manufacturers

GE Consumer and Industrial - Appliances

Louisville, Kentucky

More than doubling its energy-efficient product investment, GE Consumer and Industrial was a leading manufacturer of ENERGY STAR qualified appliances in 2004. GE not only increased the percentage of ENERGY STAR qualified offerings but significantly increased sales of ENERGY STAR qualified clothes washers, dishwashers, refrigerators, dehumidifiers and room air conditioners. In addition, GE integrated an impressive amount of ENERGY STAR education and information into its company Web site, training efforts, advertising, and public relations. The company also participated in nationally coordinated ENERGY STAR campaigns as well as numerous other promotional events sponsored by local and regional efficiency programs, offering leadership and support in the form of consumer rebates, in-store promotion, and cooperative advertising. Many families are saving energy with GE appliances due to these efforts.



Canon U.S.A., Inc.

Lake Success, New York

In 2004 Canon raised the bar as an ENERGY STAR partner in terms of product innovation, consumer education, and public outreach, as well as its dedication to earning the ENERGY STAR label across its diverse product line. Demonstrating unparalleled leadership in its industry, Canon continues to deliver to consumers, businesses, and industrial customers a broad range of ENERGY STAR qualified products. As of December 2004, 92 percent of Canon's business machine product line was ENERGY STAR qualified, and nearly all of the business machine product offerings introduced in 2004 were ENERGY STAR. Canon was the first company to introduce multifunction devices (MFDs) that consume less than 1 watt in standby mode while achieving a recovery time of less than 10 seconds. This technology offers dramatic energy savings as well as customer convenience. Canon also eliminated the warm-up time for MFDs, copy machines, and laser beam printers with its "On Demand Fixing" technology, reducing energy consumption to one-fourth of the traditional, heat-rolling fixing method. Color IH fusing technology is the first in the world to significantly reduce the warm-up time for printers. Developed by Canon, this technology reduces printer energy consumption by 75 to 80 percent. Canon is also committed to environmental education. In 2004 the company created a full-page magazine advertisement that blends the ENERGY STAR message with Canon's commitment to the environment and carbon dioxide emission reductions. Canon placed the "It's a Tree" ad in *Time*, *Newsweek*, *Fortune* and *Forbes*, reaching 6.2 million people.

Canon



Gorell Enterprises, Inc.

Indiana, Pennsylvania



For the second year in a row, Gorell Enterprises, Inc., earns the ENERGY STAR Partner of the Year Award for its commendable efforts to manufacture, promote, and sell its ENERGY STAR qualified vinyl windows and patio doors. The majority of Gorell's sales were ENERGY STAR qualified, and nearly all of Gorell's vinyl windows and doors that incorporate low-emissivity (Low-E) insulating glass carry an ENERGY STAR label. In addition to providing extensive information about ENERGY STAR on its Web site, in advertising templates for its dealers, and in virtually all product literature, Gorell developed a new ENERGY STAR sales training curriculum in 2004. The curriculum ensures that sales representatives and dealers are familiar with ENERGY STAR and know which Gorell models carry the ENERGY STAR label in their regions.

Lennox Industries Inc.

Richardson, Texas



A leading manufacturer of commercial and residential comfort systems for more than a century, Lennox Industries Inc., continues its strong commitment to high quality and energy efficiency. In 2004, 97 percent of the residential furnace, heat pump, and air conditioner products that Lennox introduced were ENERGY STAR qualified. The company's promotional activities for the year included participation in regional efficiency efforts, television advertising, and Web site promotions. Recognizing the value of collaboration, Lennox also hosted a National Utility Day, called "Partnering for Market Transformation." Lennox uses the ENERGY STAR logo on all of its print-based and electronic literature. The featured ad campaign for Lennox in 2004 was a home makeover contest featuring ENERGY STAR products. Total advertising messaging resulted in more than two billion impressions, twice the amount in 2003. For internal education, Lennox featured an extensive ENERGY STAR awareness campaign at all dealer meetings. Lennox has distinguished itself as a leader by embracing energy efficiency through ENERGY STAR and aggressively marketing new qualified products to its customers.

SYLVANIA

Danvers, Massachusetts



As the number-one lighting manufacturer in North America, SYLVANIA is dedicated to leading the cause for excellence in the manufacture and promotion of energy-efficient products. In 2004 SYLVANIA increased its ENERGY STAR qualified product line by 50 percent over 2003 by adding eight new ENERGY STAR qualified compact fluorescent light (CFL) bulbs. New incandescent replacement products focused on key features including energy savings of up to 78 percent; crisp, clean CFL lighting; and specialty products, such as 3-way CFLs. The company also led the way with developing education programs for end users. SYLVANIA held seminars for the commercial and industrial community at its Lightpoint educational facility and created the first-ever "See Energy in a New Light" seminar, which was designed to educate and inform lighting designers and engineers about available lighting solutions that address new technology and Federal energy codes. These initiatives, coupled with installation of energy-efficient products and environmental programs at its facilities, demonstrate SYLVANIA's superior commitment to energy efficiency and a cleaner environment.

**Sea Gull Lighting Products, Inc.***Riverside, New Jersey*

For the second year in a row, Sea Gull Lighting Products, Inc., stands out for its commitment to advancing energy-efficient decorative offerings and integrating ENERGY STAR into its overall business planning. Sea Gull Lighting's ENERGY STAR product line continues to be one of the largest and deepest offerings in the lighting industry. To date, the company boasts hundreds of qualified products, accounting for 7.2 percent of total sales in 2004, almost a doubling over 2003 figures. This year, Sea Gull Lighting expects to dramatically increase its number of qualifying fashion-forward fixtures, using a breakthrough manufacturing technique developed in 2004 that reduces costs while increasing selection. The company has dedicated considerable resources to the visual presentation of its qualified models, including displays, merchandising assistance, in-store vignettes, and dedicated square footage at its Dallas Lighting Market Showroom and its booth at the International Builder Show. A charter partner of ENERGY STAR since 1992, Sea Gull Lighting has boldly pioneered the art of promoting qualified residential lighting fixtures to builders, lighting showrooms, electrical distributors, retailers, and consumers.

**Whirlpool Corporation***Benton Harbor, Michigan*

In 2004 Whirlpool Corporation, the world's leading appliance manufacturer, continued setting the pace by increasing its percentage of ENERGY STAR qualified appliances to record levels. Whirlpool now offers more than 525 different ENERGY STAR models under the brand names of Whirlpool, Kenmore, KitchenAid, and others, and continues to be the largest supplier of ENERGY STAR qualified appliances to Sears and Lowe's. Throughout 2004, Whirlpool continued expanding its efforts to disseminate the ENERGY STAR message through print, radio, television, and direct mail advertising, and always in conjunction with its trade partners. Whirlpool also promoted the ENERGY STAR message through its sponsorship of Reba McEntire's concert tour for Habitat for Humanity.





ENERGY STAR Award for Retail Commitment

The Home Depot

Atlanta, Georgia



2004 was a year of renewed commitment for The Home Depot, which pledged to further promote the ENERGY STAR message across the country and enhance the lives of its customers. During the past year, The Home Depot developed and executed an ENERGY STAR corporate strategy that enabled the company to exceed its sales goals for ENERGY STAR qualified products by more than 6 million units. Furthermore, the strategy led to the creation of an energy-efficiency campaign that positioned ENERGY STAR front and center—a new direction that culminated in a high-profile launch in the fall, including an ENERGY STAR corporate signing package and a dedicated national ENERGY STAR TV spot. Through its commitment and resulting end-of-year campaign launch, The Home Depot sold more than 25 million ENERGY STAR qualified products, an increase of 35 percent, and garnered more than 82.9 billion impressions—translating into many tons of avoided greenhouse gas emissions.



ENERGY STAR Award for Excellence in Appliance Retailing

Sears, Roebuck and Co.

Hoffman Estates, Illinois

Sears, Roebuck and Co. demonstrates its savvy in selling appliances by winning the 2005 Excellence in Appliance Retailing Award for the second year in a row. This year, Sears met a higher standard of achievement than ever before by offering 12-month, 0-percent financing on ENERGY STAR qualified appliances priced over \$399, extending Kenmore ENERGY STAR qualified appliances to include affordable price points in several key divisions, and including full-color inserts in all qualified Kenmore appliances manufactured by Whirlpool thanking customers for choosing ENERGY STAR. The company also integrated ENERGY STAR into training materials and promotes ENERGY STAR through numerous TV and magazine ads, direct mail, online media, consumer literature, and in-store signage nationwide. These efforts culminated in the sale of more than 3.7 million ENERGY STAR qualified appliances through November 2004—35 percent more than the same period last year—and more than 35 billion exposures to the ENERGY STAR logo.





ENERGY STAR Award for Excellence in Product Labeling

Panasonic

Secaucus, New Jersey

Panasonic.

An active ENERGY STAR partner for 10 years, Panasonic is being singled out this year for the important contribution it has made in raising the visibility of the ENERGY STAR label through consistent, high-profile placement of the logo on millions of consumer electronics products. Panasonic was among the first manufacturers to systematically apply the new, cyan blue ENERGY STAR certification mark product-wide. All of Panasonic's qualified product models bear the ENERGY STAR certification mark, making it easy for consumers to choose energy efficiency without sacrificing features or performance. Because of the commitment of partners like Panasonic, consumer awareness of the ENERGY STAR label exceeded 60 percent nationally in 2004. The company's commitment to labeling, as well as expanding its selection of qualified products, is not going unnoticed by consumers. Based on figures from January through October 2004, Panasonic sold more than 2 million ENERGY STAR qualified and labeled video products, including analog and digital TVs, VCRs, and combination units.



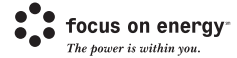
ENERGY STAR National Product Campaign Award

Wisconsin Focus on Energy

ENERGY STAR Appliance Promotion—Change a Light, Change the World

Madison, Wisconsin

Wisconsin Focus on Energy played a leading role in 2004 in all four ENERGY STAR seasonal product campaigns. EPA recognizes Focus on Energy for its outstanding success delivering the ENERGY STAR Appliance and “Change a Light, Change the World” educational messages to Wisconsin residents. Thanks to its cooperative efforts, more ENERGY STAR qualified clothes washers were sold per capita in Wisconsin than in any other state in the nation during the promotional time period. For the ENERGY STAR Change a Light, Change the World campaign, Focus on Energy created a compelling marketing and media campaign using the popular Wisconsin-based Olympians, Paul and Morgan Hamm. The Hamm twins brought the “Change Five (Lights) Challenge” to Wisconsin residents through their presence on in-store materials, bulb sale events, and statewide radio, print, and TV media. The sale of ENERGY STAR qualified appliances and lighting during these two campaigns amounts to a savings of nearly 12 million kWh of energy, equivalent to removing 28 million pounds of carbon dioxide from the atmosphere, and more than \$900,000 in energy bill savings.



GE Consumer and Industrial - Lighting

Change a Light, Change the World

Louisville, Kentucky

Thanks to GE Consumer and Industrial's innovative coordination with ENERGY STAR retailer, utility, and state partners, the company brought the ENERGY STAR “Change a Light, Change the World” campaign message to millions of Americans across the country in 2004. Key participating retailers included Wal-Mart, Sam's Club, and ACE Hardware. GE's initiative drove live in-store demonstrations at more than 225 Wal-Mart stores, special signage paired with promotional pricing at 1,200 ACE Hardware stores, and interactive lighting demonstrations at Sam's Club stores nationally. Overall, GE increased sales of ENERGY STAR qualified compact fluorescent products by 43 percent compared to the prior year. Over their life, these products will prevent 12 billion pounds of greenhouse gas emissions, saving nearly 9 billion kWh and \$900 million in electricity for consumers and end users.



Maytag Corporation

ENERGY STAR Appliance Promotion

Newton, Iowa

In 2004 Maytag Corporation continued its tradition of campaign excellence through participation in the ENERGY STAR Appliance Promotion. Sales of Maytag clothes washers through partnership with utilities in the ENERGY STAR Rewards campaign represented almost 50 percent of total campaign sales and a 26-percent increase from the 2003 campaign. Other efforts in 2004 included a “Maytag Neptune Rebate and Salesperson Incentive” promotion and a partnership with the “Flex Your Power” campaign in California to promote the new ENERGY STAR qualified Maytag Neptune TL clothes washer.

MAYTAG



Special Recognition—Outstanding Contributions Improving the Quality of Efficient Lighting

PEARL Board

Susan Andrews, New York State Energy Research and Development Authority

Katherine Delves, Natural Resources Canada

Chris Granda, Vermont Energy Investment Corporation

Richard Greenburg, Southern California Edison Company

Noah Horowitz, Natural Resources Defense Council

Wendy Jaehn, Midwest Energy Efficiency Alliance

Rick Kallett, Sacramento Municipal Utility District

Ken Keating, Bonneville Power Administration

Marc Ledbetter, Pacific Northwest National Laboratory

Conan O'Rourke, Lighting Research Center

Terrance Pang, Pacific Gas & Electric Company

Glenn Reed, Northeast Energy Efficiency Partnerships

Marci Sanders, Northwest Energy Efficiency Alliance

Neil Sybert, San Diego Gas & Electric

Sara Van de Grift, Wisconsin Energy Conservation Corporation

In 2000 a group of concerned utilities, efficiency program administrators, regional market transformation groups, and energy-efficiency advocates formed a new residential lighting testing program known as PEARL (Program for the Evaluation and Analysis of Residential Lighting). The PEARL Board felt it was critical for consumers to have a positive experience with energy-efficient lighting products, particularly because consumers buy light bulbs so frequently. After six cycles, testing hundreds of bulbs and fixtures, PEARL is widely credited with identifying performance issues and driving improvements in product quality. The integrity of the ENERGY STAR label and efficiency programs around the country are better for it.